

**IN THE CLAIMS:**

1. (Currently Amended) An image display device that includes a display screen where first, second, and third subpixels emitting colored light ~~of each color of three different colors~~ are arranged cyclically so as to repeat the three different colors every predetermined display pixel pitch at least in a predetermined cyclic arrangement direction and displays images on the display screen, the device comprising:

a data conversion portion for converting image data having pixel data each of which is associated with each data point when the data points are arranged at a data pixel pitch smaller than the display pixel pitch in the cyclic arrangement direction to ~~converted image data having converted pixel data each of which is associated with~~ each subpixel data corresponding to each of the subpixels; and

a display control portion for controlling the colored light of each of the subpixels arranged in the display screen based on each of the subpixel data that was converted by the data conversion portion, and thereby to display images on the display screen,

wherein, the data conversion portion performs, for each of the subpixels, an operation for generating subpixel data corresponding to one of the subpixels by adding weight depending on a distance between the center of said one of the subpixels and each of the data points to plural color data corresponding to the colored light of said one of the subpixels and combining the plural color data together, the plural color data, in a state, constituting among plural pixel data associated with the data points that are present within a predetermined area extending from the center of said one of the subpixels to both sides in the cyclic arrangement direction, ~~the state being in a state where the data points are overlaid on arranged in the display screen in such a manner that in a manner to overlap with the subpixels at positions where the respective data points are off the respective centers of the subpixels in the cyclic arrangement direction.~~

2. (Currently Amended) The image display device according to claim 1, wherein the predetermined area is an area extending from the center of said one of the subpixels to both sides in the cyclic arrangement direction by an amount corresponding to one display pixel pitch respectively.

3. (Original) The image display device according to claim 1, wherein, with respect to the cyclic arrangement direction, the data pixel pitch is represented by an equation:

$$P_d = \{(n-i)/n\} \cdot P_o$$

where  $P_o$  denotes the display pixel pitch,  $n$  denotes the number of subpixels within one display pixel pitch,  $P_d$  denotes the data pixel pitch and  $i$  is an integer ( $1 \leq i < n$ ).

4. (Original) The image display device according to claim 3, wherein when the number of subpixels  $n$  is three and the integer  $i$  is one, the data pixel pitch  $P_d$  is expressed as an equation:

$$P_d = (2/3) \cdot P_o$$

5. (Currently Amended) An image display device that includes a display screen where first, second, and third subpixels emitting colored light of three different colors are arranged cyclically so as to repeat the three different colors every predetermined display pixel pitch at least in a predetermined cyclic arrangement direction and displays images on the display screen, the device comprising: ~~The image display device according to claim 1, further comprising, instead of the data conversion portion,~~

a data conversion portion for converting image data having pixel data each of which is associated with each data point when the data points are arranged at a data pixel pitch smaller than the display pixel pitch in the cyclic arrangement direction to each subpixel data corresponding to each of the subpixels; and,

a display control portion for controlling the colored light of each of the subpixels arranged in the display screen based on each of the subpixel data that was converted by the data conversion portion, and thereby to display images on the display screen,

wherein, the data conversion portion performs a first operation for each imaginary pixel corresponding to each of the subpixels and a second operation for each of the subpixels, the first ~~operation~~ operation being an operation for generating imaginary pixel data corresponding to one imaginary pixel corresponding to one of the subpixels ~~subpixels~~ by adding weight depending on a the distance between the center of said one of the subpixels ~~subpixels~~ and each of the data points to the plural pixel data associated with the data points that are present within a the predetermined area extending from the center of said one of the subpixels ~~subpixels~~ to both sides in the cyclic arrangement direction ~~and combining the plural pixel data together in a~~ the state where the data points are overlaid on ~~arranged in the display screen in such a manner that in a manner to overlap with the subpixels at the positions where the respective data points are off the respective centers of the subpixels in the cyclic arrangement direction, the second operation~~

being an operation for generating subpixel data corresponding to said one of the subpixels by combining the plural color data corresponding to the colored light of said one of the subpixels, and the plural color data constituting among the plural imaginary pixel data that correspond to the imaginary pixels including the imaginary pixel corresponding to said one of the subpixels and imaginary pixels arranged around the imaginary pixel.

6. (Currently Amended) An image display method for displaying images on an image display device that includes a display screen where first, second, and third subpixels emitting colored light of each color of three different colors are arranged cyclically so as to repeat the three different colors every predetermined display pixel pitch at least in a predetermined cyclic arrangement direction and displays images on the display screen, the method comprising:

performing, for each of the subpixels, an operation for generating subpixel data corresponding to one of the subpixels by adding weight depending on a distance between the center of said one of the subpixels and each of the data points to plural color data corresponding to the colored light of said one of the subpixels and combining the plural color data together, the plural color data, in a state, constituting among plural pixel data associated with the data points that are present within a predetermined area extending from the center of said one of the subpixels to both sides in the cyclic arrangement direction, the state being in a state where the data points are aligned at a data pixel pitch smaller than the display pixel pitch in the cyclic arrangement direction and are overlaid on arranged in the display screen in such a manner that in a manner to overlap with the subpixels at positions where the respective data points are off the respective centers of the subpixels in the cyclic arrangement direction;

controlling the colored light of each of the subpixels arranged in the display screen based on each of the subpixel data generated by the operation; and

displaying images on the display screen.